



LA Fashion District BID
Board of Directors Meeting
And Operations Committee Meeting

>>>> Please note time and location change <<<<

**Thursday, January 17, 2008 at 11:00 a.m.
California Market Center Penthouse 14 (Building A - 13th Floor)**

**Special Discussion of Counterfeit Product Sales in the LA Fashion District with
representatives from Council District 9, the Anti-Piracy Task Force and the LAPD.**

AGENDA

11:00 a.m. to 11:45 a.m.

Overview and Recent Media

1 Working together to eliminate counterfeit goods

- City
- Fashion BID
- Industry
- Property owner
- Law Enforcement

Why this is a problem

- Economic Impacts
- Gang Involvement

2 What's being done in other parts of the City

- Swap Meets

3 Feedback from owners

4 Adjourn to Board of Directors Meeting



**LA Fashion District BID
Board of Directors Meeting**

Thursday, March 27, 2008 at 11:00 a.m.
(or immediately following the Annual Meeting)

California Market Center Room C 1129

AGENDA

1. Public Comment
2. BID Renewal
 - Possible Action
3. New Business
 - Next Board Meeting Date: April 10, 2008
 - Treasures of Los Angeles – April 3, 2008
4. Adjourn



**LA Fashion District BID
Board of Directors Meeting**

Tuesday, April 8, 2008 at 11:45 a.m.

Please note date change

California Market Center Room A 1175

AGENDA

1. Public Comment
2. Approval of Minutes
 - March 20, 2008 TAB 1
 - March 27, 2008 TAB 2
3. Closed Session Possible Litigation
 - BID Renewal Strategy
 - Possible Action
4. New Business
5. Adjourn

B2008.agenda 4-8-08



LA Fashion District BID
Board of Directors Meeting
April 29, 2008 @ 10:30 a.m.
CMC A 1175

AGENDA

1. Public Comment
2. Approval of the Minutes from April 15, 2008 **TAB 1**
3. Closed Session to Discuss Pending Litigation on BID Renewal
 - Discussion and Possible Action
4. Adjourn to Open Session
5. New Business
6. Adjourn



LA Fashion District BID
Board of Directors Meeting
Wednesday, May 7, 2008 @ 10:00 a.m.
California Market Center A 1175

Meeting was cancelled due to the lack of a quorum

AGENDA



LA Fashion District BID
Board of Directors Meeting
Thursday, May 22, 2008 @ 11:45 am
California Market Center A 1175

AGENDA *Revised on May 21, 2008*

- 1 Public Comment
- 2 Approval of the Minutes from **TAB 1**
- 3 Approval of Contract to Engage Andre Cronthall **TAB 2**
- 4 ADJOURN TO CLOSED SESSION
 - (a) Conference with Counsel – Potential Litigation Concerning BID Renewal, Discussion and Possible Action (Government Code Sec. 54956.9(c)).
- 5 RECONVENE PUBLIC MEETING
 - Report from Closed Session
- 6 Possible Appointment of BID Renewal Ad Hoc Committee
- 7 Committee Reports
 - Operations
 - a. Recycling Program Update
 - Finance
 - a. First Quarter Report & Budget Freeze Recommendations **Handout**
- 8 Parking Signage Funding Application & Possible Appointment of Members to an Ad Hoc Committee **TAB 3**
- 9 Alley Dedication Waivers **TAB 4**
- 10 Review and Possible Action to Support
 - CUB Application for Jazz Club at 810 S Spring Street **TAB 5**
- 11 CRA City Center 2008 Budget – Fashion District Allocations **Handout**
- 12 Public Relations Accomplishments **Handout**
- 13 Central Community Plan Meeting – Fashion District Focus **Handout**
- 14 New Business
- 15 Date of Next Meeting Thursday, July 17, 2008 @ 10:30 a.m.
- 16 Adjourn



LA Fashion District BID
Board of Directors Meeting
Tuesday, June 17, 2008 @ 12:00 noon
California Market Center A 1175

AGENDA

1	Public Comment	
2	Approval of the Minutes from May 22, 2008	TAB 1
3	Discussion of response to Fashion District BID proposal presented to the proposed Garment District BID	TAB 2
4	Discussion and action to initiate new District Management Plan (s) for LA Fashion District BID renewal	TAB 3
5	New Business	
6	Date of Next Meeting: Tuesday, July 15, 2008 @ 11:45 am	
7	Adjourn	



LA Fashion District BID
Board of Directors Special Meeting
Wednesday, June 25, 2008 @ 12:00 noon
California Market Center A 1175

Revised 6-25-08

AGENDA

- 1 Public Comment
- 2 Presentation by Victor Griego, Diversified Strategies for Organizing
Consideration & Possible Action to Approve the Proposal
- 3 Management Plan Update by Steve Gibson
Consideration & Possible Action to Approve Plan (s)
- 4 New Business
- 5 Adjourn



Revised 7-22-08

LA Fashion District BID
BOARD OF DIRECTORS MEETING

Tuesday, July 22, 2008 at 1:30 PM
CMC A 1175

AGENDA

- 1 Public Comment
- 2 Review & Approve Fashion District Budget & Management Plan TAB 1 & 2
- 3 Review & Approve Fashion District 2 Budget & Management Budget TAB 3 & TAB 2 (template)
- 4 Executive Directors Report
 - Santee Alley Streetscape Design Meeting
 - Los Angeles Street Walk Audi
 - CRA Tour
 - Meeting with Bureau of Street Services to increase recycling Partnerships
 - IDA Merit Award for Recycling
- 5 New Business
- 6 Adjourn



LA Fashion District BID
SPECIAL BOARD OF DIRECTORS MEETING
Monday, August 18, 2008 @ 11:45 am

California Market Center – A 1175

AGENDA

1. Public Comment
2. Action on New Management Plan for the District
3. New Business
4. Adjourn



LA Fashion District BID
BOARD OF DIRECTORS MEETING

Thursday, August 28, 2008 at 11:45 AM
CMC A 1175

revised 8-28-08

AGENDA

1. Public Comment
2. Proposed mediated settlement for renewal of the LA Fashion District and possible action
3. Motion to prepare draft agreement between groups
4. Motion to prepare new management plan merging Fashion District 1 & 2
5. Proposed boundaries for merged BID
6. Draft budget for merged BID
7. Motion to approve Fashion District Business Improvement District Management District Plan, August 2008
8. New Business
9. Adjourn



LA Fashion District BID
BOARD OF DIRECTORS MEETING
Thursday, September 25, 2008 at 11:45 AM
CMC A 1175

AGENDA

- 1 Public Comment
- 2 Approval of Minutes
 - June 17, 2008 Tab 1
 - June 25, 2008 Tab 2
 - July 22, 2008 Tab 3
 - August 13, 2008 Tab 4
 - August 18, 2008 Tab 5
 - August 28, 2008 Tab 6
- 3 BID Renewal Update
 - Fashion District
 - Fashion District 2
- 4 Board Member Appointment
- 5 Committee Reports

Operations

- Tree Trimming Contract Awarded
- LAPD & Jaywalking Tickets

Image & Communications

- Holiday Street Closure Pilot Project
- Website Visitor/Hit Increase
- Spring 09' Market Week Activities

- 6 Streetscape Updates
 - Santee Alley Area Streetscape Project
 - 9th & Main Median Maintenance
- 7 International Downtown Association Award for Sustainable Development Tab 7
- 8 New Business
- 9 Adjourn



(Revised 11-13-08)

LA Fashion District BID
SPECIAL BOARD OF DIRECTORS MEETING

Thursday, November 13, 2008 at 11:45 AM
CMC A 1175

AGENDA

- 1 Public Comment
- 2 Approval of Minutes: September 25, 2008 **TAB 1**
- 3 BID Renewal Update
 - Fashion District
 - Fashion District 2
 - Discussion and possible action to combine FD and FD2
 - DSO Contract
- 4 Board of Directors Election Discussion
- 5 Committee Reports **TAB 2**
 - Finance
 - 3rd Quarter Financial Statement Update
 - Operations
 - Report and discussion on 11-9-08 assault of Safe Team officers
 - Increase in Illegal Dumping – Cardboard
- 6 Parking Pay Station Installation
- 7 Holiday Street Closure Pilot Project Update
- 8 Film LA Partnership **TAB 4**
- 9 Treasures of Los Angeles - April 9, 2009 **TAB 5**
 - Motion to Approve Silver Sponsorship (\$3,500)
 - Motion to Approve Annual CCA Membership (\$8,000)
- 10 Executive Directors Report
 - Mayor Opens Market Week / Fox 11 News Coverage
 - Counterfeit Merchandise
 - Removing Parking on Santee & Maple
 - LA Marathon Changes Date to Memorial Day
 - Holiday Radio Spot
 - Streetcar Project / Starline Tours
- 11 New Business
- 12 Adjourn

The next Board of Directors Meeting will be held on Thursday, December 11, 2008 @ 11:45 am



Revised 12-11-08

LA Fashion District BID
BOARD OF DIRECTORS MEETING
Thursday, December 11, 2008 at 11:45 AM
CMC A 1175

AGENDA

1	Public Comment	
2	Approval of Minutes	TAB 1
	• November 13, 2008	
3	BID Renewal Update	
	• Fashion District	TAB 2
	• Fashion District 2	TAB 3
	• Legal Opinion on Fashion District	
	Boundary Modification	
	• City response to legal opinion	
	• Motion: Combine Fashion District & Fashion	
	District Two BIDs	TAB 4
	• Public Hearing Attendance on Tuesday, December 16, 2008	
4	Committee Reports	
	<u>Finance</u>	
	• Motion: Retain Stanislawski & Harrison, Certified Public	TAB 5
	Accounts, to conduct the 2008 audit	
	• Motion: Approval of 2009 Fashion District budget without	
	Fashion District Two	
	• Motion: Recommendation on Continuing Service in Fashion	
	District Two	
	<u>Operations</u>	
	• Town Hall Meeting with Council District 9 to discuss counterfeit	
	merchandising enforcement & outdoor merchandising: Thursday,	
	December 18, 2008 at 11:00 am	
	• Clean & Safe Team Holiday Party: Tuesday, December 16, 2008	
	at 11:30 am in CMC C 1128.	
5	Holiday Promotion Update	
6	Executive Directors Report	
	• IDA to meet with Obama Transition Team	TAB 6
	• City decides to continue funding BID trash bags	TAB 7
	• 12 th & Maple Storm Drain Repair	
	• Red Curb Outcome	
	• Holiday Parking Restrictions	
	• Ethics Training Completed	
	• Safer City Initiative Update	
7	2009 Draft Meeting Calendar	TAB 8
8	New Business	
9	Adjourn	



Revised 8-12-08

**LA Fashion District BID
BOARD OF DIRECTORS SPECIAL MEETING**

Wednesday, August 13, 2008 at 11:00 am
CMC A 1175

AGENDA

1. Public Comment
2. Update and possible action on negotiation between LA Fashion District BID and proposed Garment District BID
3. Discussion and action to adjust boundaries & assessments of Fashion District 2
4. New Business
5. Adjourn



LA Fashion District BID
Board of Directors Meeting
And Operations Committee Meeting

>>>> Please note time and location change <<<<

Thursday, January 17, 2008 at 11:00 a.m.
California Market Center Penthouse 14 (Building A - 13th Floor)

AGENDA

- 1 Public Comment
- 2 Special Discussion of Counterfeit Product Sales in the LA Fashion District with representatives from Council District 9, the Anti-Piracy Task Force and the LAPD. **TAB 1**
- 3 Approval of Minutes: December 13, 2007 **TAB 2**
- 4 Chairperson's Report: John van den Akker
 - Welcome & Introduction of New and Returning Board Members
 - Board Manual Updates**TAB 3**
- 5 Officer Election
 - Committee Appointments**TAB 4**
- 6 BID Renewal Update
 - Draft BID Renewal Management Plan**TAB 5**
- 7 Committee Reports
 - Finance
 - Legislative
 - Public Hearing Notice re: 1240 S Main**TAB 6**
- 8 Executive Director's Report **TAB 7**
- 9 New Business
- 10 Adjourn

*The agenda and information materials are available for review in the BID office at the address below.
Next Board of Directors meeting is scheduled for Thursday, February 28th, 2008.*



Revised 2-25-2008

LA Fashion District BID
Board of Directors Meeting
Thursday, February 28, 2008 at 11:45 a.m.
California Market Center A 1175

AGENDA

1	Public Comment	
2	Approval of Minutes: January 17, 2008	TAB 1
3	Chairperson's Report: John van den Akker	
	• Board Manual Updates	TAB 2
	• Committee Appointments	TAB 3
	• Motion to Approve Appointment of Ann Simons and Jaime Lee to the Board of Directors	
4	Committee Reports	
	• Finance Motion to Adopt 2007 Financial Statements	TAB 4
	• Operations Motion to Approve Implementation of Pilot Project Recycling Program	
	• Image & Communications	
5	BID Renewal Update	TAB 5
6	Executive Director's Report	TAB 6
7	New Business	
8	Adjourn	

*The agenda and information materials are available for review in the BID office at the address below.
Next scheduled meetings:*

- *Board of Directors - Thursday, March 20, 2008*
- *Annual Property Owner Meeting – Thursday, March 27, 2008*



LA Fashion District BID

SPECIAL BOARD OF DIRECTORS MEETING

Tuesday, March 11, 2008 at 10:00 a.m.

California Market Center – A 1175

AGENDA

- Public Comment
- BID Renewal
- New Business
- Adjourn

B2008.agenda 3-11-08



LA Fashion District BID
Board of Directors Meeting
Thursday, March 20, 2008 at 11:45 a.m.
California Market Center A 1175

AGENDA

1	Public Comment	
2	Approval of Minutes: February 28, 2008	TAB 1
	March 6, 2008	TAB 2
3	Chairperson's Report: John van den Akker Welcome & Introduction of New Board Members	
4	Committee Reports	
	• Finance	TAB 3
	• Image & Communications	
5	BID Renewal Update	
6	Executive Director's Report: Kent Smith	
	• Verbal Report	
	• Annual CCA Treasures of Los Angeles Luncheon	TAB 4
7	New Business	
8	Adjourn	

*The agenda and information materials are available for review in the BID office at the address below.
Next scheduled meetings:*

- Annual Property Owner Meeting – Thursday, March 27, 2008
- Board of Directors - Thursday, April 17, 2008

B2008.agenda 3-20-08



Revised 3-5-08

LA Fashion District BID

SPECIAL BOARD OF DIRECTORS MEETING

Thursday, March 6, 2008 at 10:00 a.m.

California Market Center – A 1175

AGENDA

- Public Comment
- BID Renewal
- Discussion and possible action regarding property owned by the Metropolitan Transit Authority
- New Business
- Adjourn

B2008.agenda 3-11-08



LA Fashion District BID
Joint Board of Directors and Operations Committee Meeting Minutes
January 17, 2008
CMC Penthouse 14

Members Present: Laura Aflalo, Sharen Emrani-Bekhrad, Mark Chatoff, Barry Gold, Steve Hirsh, Elisa Keller, Lance Kluger, Steve Needleman, Laurie Sale, John van den Akker.

Members Absent: Ethan Eller, Sina Kangavari, Mark Weinstein.

Property Owners & Guests Present: Bill Kessler, I. Hassan, Tony Molfino. Maria Aguillon, City Attorney's Office. Council District 9: Stephanie Magnien. LAPD: Officer Edwin Carde, Officer Dickes, Officer Randy Mc Cain, Officer Terry Martinez.

Staff Present: Kent Smith, Executive Director. Lynn Myers.

1 Public Comment

Tony Molfino asked Board Members to attend and speak in opposition to the appeal being presented regarding permit denial of the 1240 S Main Street hostess dance hall.

2 Special Discussion of Counterfeit Product Sales in the LA Fashion District with representatives from Council District 9, the Anti-Piracy Task Force and the LAPD.

Representatives from LAPD reported that 95% of the sub-letters are the focus of the problems with sales of counterfeit goods in the district. The property owners were asked to monitor their tenants daily in order to enforce the prohibition on "supplemental uses" in their contracts and leases. Property owners said they don't always know if there are subtenants. LAPD reported that they will continue to arrest violators. Subsequent meetings will be convened to continue discussions.

3 Approval of the Minutes of December 13, 2007. Approved by unanimous vote.

4 Chairperson's Report: John van den Akker.

- Welcome & Introduction of New and Returning Board Members. Elisa Keller, was welcomed back to the Board of Directors after a four year hiatus. Ethan Eller, Steve Hirsh, Laurie Sale and Mark Weinstein were re-elected for another three-year term.
- Board Manual Updates: Per request a Board Member email list will be distributed.

5 Officer Election

The following Board Members were nominated to be Officers of the Board:

- John van den Akker, Chairperson
- Mark Chatoff, Vice-Chair
- Barry Gold, Treasurer
- Laurie Sale, Secretary

6 BID Renewal Update

The final District Management Plan is being reviewed by the City Clerk and when it's approved the petitions will be mailed to property owners. Our goal is to obtain enough signed petitions to reach 50% + \$1 of the approved assessment by March 31, 2008. Board Member assessments total 16% and we will need another 34.1% to reach our goal.

7 Committee Reports

- Finance: The year end financial summary will be distributed at the February meeting.
- Legislative: Public Hearing Notice re: 1240 S Main Street. Members were encouraged to attend to oppose the hostess dance hall proposed for this problematic site.

8 Executive Director's Report

- Industrial Land Use Policy: In subsequent stakeholder meetings it was determined that public outreach needs to be increased before the industrial land use policy is adopted. As it stands, the policy is being pushed through as a staff directive which avoids presentation to the City Council and probable rejection. The CRA and Planning Department are developing a series of community plans where more changes could be included, however that may not happen for another three years.
- Bringing Back Broadway Event: Board Members were encouraged to attend the special press event on Monday, January 28, 2008 at 9:30 a.m. at the Los Angeles Theatre.

9 New Business

None discussed.

10 The meeting adjourned at 1:25 p.m.



LA Fashion District BID
Board of Directors Meeting Minutes
February 28, 2008 - CMC A 1175

Members Present: John van den Akker, Laura Aflalo, Sharen Emrani-Bekhrad, Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Elisa Keller, Lance Kluger, Laurie Sale.

Members Absent: Sina Kangavari, Steve Needleman, Mark Weinstein.

Property Owners & Guests Present: I Hassan, Joanne Lee, Jessica Needleman.

Staff Present: Kent Smith, Executive Director. Lynn Myers.

1 Public Comment: None received.

2 Approval of Minutes from January 18, 2008. Approved by unanimous vote.

3 Chairman's Report: John van den Akker.

Committee Appointments:

- Ethan Eller was appointed to the Image & Communications and Operations Committees.
- Elisa Keller was appointed to the Personnel Committee and removed from the Legislative Committee.

Two vacancies exist on the Board of Directors and two property owners have indicated interest in serving on the Board until December 31, 2008.

MOTION: Appoint Ann Simons and Jaime Lee to the Board of Directors to serve until December 31, 2008.

Ethan Eller moved to approve. Laura Aflalo seconded.

The motion passed on February 28, 2008.

Members voting Yes: John van den Akker, Laura Aflalo, Sharen Emrani-Bekhrad, Mark Chatoff, Ethan Eller, Steve Hirsh, Elisa Keller, Lance Kluger, Laurie Sale. Members voting No: None. Members voting to Abstain: Barry Gold.

4 Committee Reports

Finance: The Finance Committee recommended approval of the 2007 Financial Statements.

MOTION: Approve the Financial Statements for December 31, 2007 and 2006 and for the years then ended, as prepared by the auditor Stanislawski & Harrison. Barry Gold moved to approve. Laurie Sale seconded.

The motion passed by unanimous vote on February 28, 2008.

Members voting: John van den Akker, Laura Aflalo, Sharen Emrani-Bekhrad, Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Elisa Keller, Lance Kluger, Laurie Sale.

Operations: The Operations Committee recommended endorsement of a recycling program for the district being offered at no charge to the BID by Environmental Technologies LLC. Effectiveness will be monitored by evaluation of monthly dump fees. Liability issues will be reviewed.

MOTION: Endorse a free district-wide recycling program proposed by Environmental Technologies LLC to be evaluated in six months.

Ethan Eller moved to approve. Lance Kluger seconded.

The motion passed by unanimous vote on February 28, 2008.

Members voting: John van den Akker, Laura Aflalo, Sharen Emrani-Bekhrad, Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Elisa Keller, Lance Kluger, Laurie Sale.

Image & Communications: The Committee will develop a new branding program for the district.

Board Members discussed the LAPD raids on Alley merchants and subsequent damage to the image of the district. Property owners and BID representatives met with LAPD who agreed to change their tactics in the future in order to protect merchants selling legal products.

5 BID Renewal Update

Kent Smith reported that petition returns are disconcertingly low. Petitions representing only 14% of the assessment have been returned. The goal is to reach 50% + \$1 of the assessments by the deadline of March 31, 2008. At this rate of return it is clear that we will not reach the goal and the BID will not be renewed.

Several owners have reported that an opposition group is urging property owners not to return their petitions. The Board agreed to arrange meetings with opposing property owners to discuss their concerns.

6 Executive Director's Report: Kent Smith.

Board Members were asked to review the written report.

7 New Business: None discussed.

8 The meeting adjourned at 1:45 p.m.

B2008.minutes 2-28-08



LA Fashion District BID
Special Board of Directors Meeting Minutes
Thursday, March 6, 2008
CMC A 1175

Members Present: John van den Akker, Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Sina Kangavari, Lance Kluger, Jamie Lee, Steve Needleman, Laurie Sale.

Members Absent: Sharen Emrani-Bekhrad, Elisa Keller, Ann Simons, Mark Weinstein.

Property Owners & Guests Present: Laura Aflalo, Joanne Lee.

Consultants Present: Steve Gibson, Urban Place Consulting.

Staff Present: Kent Smith, Executive Director. Lynn Myers.

1 Public Comment: None received.

The agenda was discussed in the following order:

2 Discussion and possible action regarding property owned by the Metropolitan Transit Authority

MOTION: Support the Special Use District proposed by Council District 9 to cover the Metropolitan Transit Authority property located at 720 E 16th Street conditional upon the timeframe allotted for the BID's use of the billboards.

Steve Needleman moved to approve. Steve Hirsh seconded. propose

The motion passed on March 6, 2008.

Members voting Yes: John van den Akker, Mark Chatoff, Ethan Eller, Steve Hirsh, Sina Kangavari, Jamie Lee, Steve Needleman. Members voting to Abstain: Laurie Sale. Barry Gold and Lance Kluger were not in the room at the time of the vote.

3 BID Renewal

Laura Aflalo resigned from the Board of Directors via an email received by the Chair on March 2, 2008. (see Item 1) A group of Fashion District property owners distributed a letter to property owners asking them to oppose the renewal of the BID. (see Item 2) Their letter lists 32 names of owners opposing the renewal. Two of the owners listed on the letter have already returned their petitions approving the renewal. Kent Smith contacted several of the opposing owners and also Steve Barnhill, an attorney, who is listed on the letter as the contact person. To date the owners have not responded to emails or phone calls. Mr. Barnhill has not responded to Smith's request for a meeting with owners.

This letter is having a negative impact on the BID renewal petition process. Alternative plans were discussed. Members agreed to continue contacting owners for petition signatures. They also agreed to retain the public affairs firm hired in 2003 to facilitate the 2008 petition drive.

MOTION: Allocate up to \$30,000 to retain GCG Rose & Kindle. Appoint Barry Gold and Lance Kluger to monitor the scope of work and the expenditures.

Laurie Sale moved to approve. Steve Hirsh seconded.

The motion passed on March 6, 2008.

Members voting Yes: John van den Akker, Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Sina Kangavari, Lance Kluger, Jaime Lee, Steve Needleman, Laurie Sale.

Petition drive progress reports will be emailed to Board Members.

4 New Business: None discussed

5 The meeting adjourned at 11:25 a.m.

B2008.minutes 3-6-08



LA Fashion District BID
Board of Directors Meeting Minutes
Thursday, March 20, 2008
CMC A 1175

Members Present: John van den Akker, Sharen Emrani-Bekhrad, Mark Chatoff, Barry Gold, Steve Hirsh, Elisa Keller, Jamie Lee, Steve Needleman, Laurie Sale, Ann Simons.

Members Absent: Ethan Eller, Sina Kangavari, Lance Kluger, Mark Weinstein.

Property Owners & Guests Present: Laura Aflalo, Joanne Lee.

Staff Present: Kent Smith, Executive Director. Lynn Myers.

1 Public Comment: None received.

2 Approval of Minutes from February 28, 2008: Approved by unanimous vote.

Approval of Minutes from March 6, 2008: Approved by unanimous vote.

3 Chairperson's Report: John van den Akker

Welcome & Introduction of New Board Members: Jaime Lee and Ann Simons were introduced and welcomed to the Board of Directors.

4 Committee Reports

Finance: The Finance Committee recommended approval of the Financial Statements.

MOTION: Approve the Financial Statements for December 31, 2007 and 2006 for the years then ended, as prepared by the auditor Stanislawski & Harrison. Barry Gold moved to approve. Laurie Sale seconded.

The motion passed by unanimous vote on March 20, 2008.

Members voting: John van den Akker, Sharen Emrani-Bekhrad, Mark Chatoff, Barry Gold, Steve Hirsh, Elisa Keller, Jamie Lee, Steve Needleman, Laurie Sale, Ann Simons.

Image & Communications: The meeting was postponed to another date and there was no report.

5 BID Renewal Update

An opposition letter was received from a group of owners who want to form their own BID. Copies of the letter were handed out at the Board meeting (see Item 1). Kent Smith met with two members of the opposition group to understand their concerns that focus on the higher assessment rates and more funds for marketing.

After a lengthy discussion the Board of Directors decided to (1) Allocate remaining 2007 Image & Communications budget for retail promotion; (2) Review and address assessment increases; (3) Cut the entire 2009 budget by 2.5%; (4) Apply \$400,000 from unallocated funds to further reduce 2009 assessments, and reduce Zone 1 assessments by 20%.

MOTION: Propose a plan with a one week deadline to the opposition group that would reduce the 2009 budget and allocate the remaining 2007 Image & Communications budget for retail promotion.

Steve Needleman moved to approve. Laurie Sale seconded.

The motion passed by unanimous vote on March 20, 2008.

Members voting: John van den Akker, Sharen Emrani-Bekhrad, Mark Chatoff, Barry Gold, Steve Hirsh, Elisa Keller, Jamie Lee, Steve Needleman, Laurie Sale, Ann Simons.

Steve Hirsh recommended eliminating the Image & Communications budget except for enough funds to maintain the website. The Committee has worked for many years to no ones satisfaction although every attempt has been made to direct appropriate funding to both wholesale and retail interests. Kent Smith said the management plan cannot be changed more than 10% and this plan would represent more than a 10% deviation.

The Board agreed to reconvene in one week.

6 Executive Directors Report

Market Week Special Event: Mayor Villaraigosa opened the Spring 08 Market Week with a special media event that benefited the entire district.

Councilman Visits the Fashion District: Councilman Huizar, District 14, visited the non-profit organization Fashion Business Incubator to recognize their contribution to job force education. The Councilman said he will be joining the Mayor to increase promotion of the apparel industry.

New Loading Zone Requirement Blocked: Kent Smith testified at a Street Standards Committee meeting to oppose adoption of a new loading zone requirement to install 20 foot driveway cuts in new developments in the Santee Alley. Cutting driveway space in a daytime pedestrian area is unnecessary because all Alley businesses load and unload during off hours. Based on this testimony Councilwoman Jan Perry will prepare an ordinance to exempt Santee Alley from this requirement.

Special Use District Update: Councilwoman Perry appreciated Board support of the SUD.

Annual Property Owner Meeting: Board members were encouraged to attend the meeting on March 27, 2008.

7 New Business: None discussed.

8 The meeting adjourned at 1:13 p.m.



LA Fashion District BID
Board of Directors Meeting Minutes
Thursday, March 27, 2008
CMC C 1129

Members Present: John van den Akker, Sharen Emrani-Bekhrad, Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Elisa Keller, Lance Kluger, Jamie Lee, Laurie Sale, Ann Simons.

Members Absent: Sina Kangavari, Steve Needleman, Mark Weinstein.

Property Owners & Guests Present: Laura Aflalo, Darrin Gold, Behrooz Haverim, Ramin Haverim.

BID Renewal Consultant: Steve Gibson.

Staff Present: Kent Smith, Executive Director. Lynn Myers.

1 Public Comment: None received.

2 BID Renewal

A second opposition letter was received from a group of owners who want to form their own BID. Copies of the letter were handed out at the Board meeting (see Item 2).

The Board of Directors developed two plans:

Plan A

1. Zone 1 will receive a 20% assessment reduction and 20% reduction in services.
2. All properties in the current and expansion areas will receive a 2.5% reduction to their assessments.
3. Current owners will receive an additional \$200,000 rebate

This plan represents a \$400,000 reduction (6.3%) assessment reduction for all properties.

Plan A is valid for one week. If the opposition group does not agree to this arrangement then Plan B will be enacted and will consist of the following arrangement:

Plan B

1. Zone 1 will not receive a 20% assessment reduction
2. All properties in the current and expansion areas will receive a \$269,000 reduction to their assessments (approximately 3.5%).

After further discussion the Board of Directors agreed to the following action:

MOTION: Continue with the plan approved at the Board Meeting on March 20, 2008 until Friday, April 3, 2008. Reconvene on Tuesday, April 8, 2008 at 11:45 a.m. for a plan review.

Barry Gold moved to approve. Ethan Eller seconded.

The motion passed by unanimous vote on March 27, 2008.

Members voting Yes: John van den Akker, Sharen Emrani-Bekhrad, Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Elisa Keller, Lance Kluger, Jamie Lee, Laurie Sale, Ann Simons.

3 New Business: There will be no Board meeting on April 17, 2008.

4 The meeting adjourned at 12:25 p.m.

B2008.minutes 3-27-08



LA Fashion District BID
Board of Directors Meeting Minutes
April 8, 2008 - CMC A 1175

Members Present: John van den Akker, Sharen Emrani-Bekhrad, Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Elisa Keller, Lance Kluger, Joanne Lee, Steve Needleman, Laurie Sale.

Members Absent: Sina Kangavari, Ann Simons, Mark Weinstein.

Property Owners & Guests Present: Laura Aflalo, Michael Gagan.

Staff Present: Kent Smith, Executive Director. Lynn Myers.

- 1 **Public Comment:** None received.
- 2 **Approval of Minutes from March 20, 2008:** Approved by unanimous vote.
Approval of Minutes from March 27, 2008: Approved by unanimous vote.
- 3 **Closed Session to Discuss Possible Litigation**
 - *The meeting adjourned to Closed Session at 11:57 a.m.*
 - *The meeting was reconvened to Open Session at 1:50 p.m.*
- 4 **New Business: None Discussed**
- 5 **The meeting adjourned at 1:51 p.m.**

B2008.minutes 4-8-08



TAB 1

LA Fashion District BID
Board of Directors Meeting Minutes
April 15, 2008 - CMC A 1175

Members Present: Sharen Emrani-Bekhrad, Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Elisa Keller (teleconference), Lance Kluger, Laurie Sale, John Van den Akker.

Members Absent: Sina Kangavari, Jaime Lee, Steve Needleman, Ann Simons, Mark Weinstein.

Property Owners & Guests Present: Laura Aflalo, Michael Gagan.

Staff Present: Kent Smith, Executive Director. Lynn Myers.

1 Public Comment: None received.

2 Approval of Minutes from April 8, 2008: Approved by unanimous vote.

3 Closed Session to Discuss Possible Litigation

- *The meeting adjourned to Closed Session at 12:07 p.m.*
- *The meeting was reconvened to Open Session at 1:25 p.m.*

4 New Business: None Discussed

5 The meeting adjourned at 1:27 p.m.

B2008.minutes 4-15-08



TAB 1

LA Fashion District BID
Board of Directors Meeting Minutes
April 29, 2008 - CMC A 1175

Members Present: Sharen Emrani-Bekhrad, Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Steve Needleman, Laurie Sale, John Van den Akker.

Members Absent: Sina Kangavari, Elisa Keller, Lance Kluger, Jaime Lee, Ann Simons, Mark Weinstein.

Property Owners & Guests Present: Anthony Elias, Michael Gagan, Steve Gibson, Fanny Levinson.

Staff Present: Kent Smith, Executive Director. Jose Gonzalez, Lynn Myers.

1 Public Comment:

Fanny Levin made a public comment.

2 Approval of Minutes from April 15, 2008: Approved by unanimous vote.

3 Closed Session to Discuss Possible Litigation

- *The meeting adjourned to Closed Session at 10:50 a.m.*
- *The meeting was reconvened to Open Session at 12:14 p.m.*

4 New Business: None discussed

5 The meeting adjourned at 12:16 p.m.

B2008.minutes 4-29-08



LA Fashion District BID
Board of Directors Meeting Minutes
May 22, 2008
CMC A 1175

Members Present: John Van den Akker, Chair. Sharen Emrani-Bekhrad, Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Elisa Keller, Jaime Lee, Steve Needleman, Laurie Sale.

Members Absent: Sina Kangavari, Lance Kluger, Ann Simons, Mark Weinstein.

Property Owners/Representatives Present: Fannie Levin.

Staff & Consultants Present: Kent Smith, Executive Director. Andre Cronthall, Steve Gibson, Jose Gonzalez, Lynn Myers.

Revised meeting agenda was distributed. (Item 1)

1 Public Comment: None received.

2 Approval of Minutes from April 29, 2008. Approved by unanimous vote.

3 Approval of Contract to Engage Andre Cronthall.

MOTION: Approve the contract to engage Andre Cronthall, Sheppard Mullin Richter & Hampton LLP, and include a clause stating that the BID can terminate the contract at any time.

Steve Needleman moved to approve. Barry Gold seconded.

The motion passed with unanimous approval on May 22, 2008.

Members Voting: Sharen Emrani-Bekhrad, Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Jaime Lee, Steve Needleman, Laurie Sale, John Van den Akker.

4 ADJOURNED TO CLOSED SESSION at 12:00 noon

5 RECONVENED PUBLIC MEETING at 12:15 p.m.

Report from closed session: Andre Cronthall.

The purpose of the closed session was to discuss any potential litigation regarding the BID renewal.

6 Appointment of BID Renewal Ad Hoc Committee

Board Members Barry Gold, Ethan Eller, Elisa Keller, and Steve Hirsh were appointed to the ad hoc committee.

MOTION: Instruct attorney for LA Fashion District BID to initiate a conversation with Steven Barnhill immediately with the goal of setting up meetings for representatives from the LA Fashion District BID and the proposed Garment District BID to discuss the letters, issues and draft agreement.

Steve Needleman moved to approve. Barry Gold seconded.

The motion was approved by unanimous vote on May 22, 2008.

Members voting Yes: Sharen Emrani-Bekhrad, Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Elisa Keller, Jaime Lee, Steve Needleman, Laurie Sale, John Van den Akker.

MOTION: Instruct Steve Gibson to prepare an alternative District Management Plan for review if negotiations with members of the proposed Garment District BID should fail.

Ethan Eller moved to approve. Steve Needleman seconded. **The motion passed on May 22, 2008.**

Members voting Yes: Sharen Emrani-Bekhrad, Mark Chatoff, Ethan Eller, Steve Hirsh, Elisa Keller, Jaime Lee, Steve Needleman, Laurie Sale, John Van den Akker.

Members voting to Abstain: Barry Gold.

7 Committee Reports

Operations

Recycling Program: Over 50 tons of recyclables were collected during the first two weeks of operation. Many of the big buildings are already on the regular collection route and more calls are coming in daily from merchants and property owners.

Finance

First Quarter Report & Budget Freeze Recommendations: A memo was distributed and attached here as Item 2. The 2008 First Quarter Financial results show that expenses are lower than budgeted in all categories. Proposed 2008 Expense Adjustments include hold suspension of \$91,000 funding for new banners, new computers, and special projects. Termination of the \$30,000 holiday campaign and the \$12,500 monthly contract with Rose & Kindel was recommended.

MOTION: Proceed with spending \$30,000 for the holiday campaign and cancel the contract with Rose & Kindel.

Ethan Eller moved to approve. Steve Hirsh seconded. **The motion passed on May 22, 2008.**

Members voting YES: Sharen Emrani-Bekhrad, Mark Chatoff, Ethan Eller, Steve Hirsh, Jaime Lee, Steve Needleman, Laurie Sale, John Van den Akker.

Members voting to ABSTAIN: Barry Gold, Elisa Keller.

8 Parking Signage Funding Application and Possible Appointment of Members to an Ad Hoc Committee

U.S. Congresswoman Lucille Roybal-Allard has earmarked \$98,000 in federal funding for a uniform parking signage program in the Fashion District. The application must be completed by December 31, 2008. Board Members Mark Chatoff and Steve Hirsh were appointed to an ad hoc committee to assist with developing the scope of the project and completing the application.

9 Alley Dedication Waivers

The Community Redevelopment Agency/LA is seeking input and comments on proposed alley dedications as shown on the map included here as Item 3.

10 Review and Possible Action to Support CUB Application for 810 S Spring Street

MOTION: The Board of Directors agreed to support the CUB Application for 810 S Spring Street pending evidence of an adequate parking plan for restaurant patrons.

Steve Needleman moved to approve. Sharen Emrani Bekhrad seconded. **The motion passed on May 22, 2008.**

Members voting YES: Sharen Emrani-Bekhrad, Mark Chatoff, Steve Hirsh, Jaime Lee, Steve Needleman, John Van den Akker.

Members voting to ABSTAIN: Ethan Eller, Elisa Keller, Barry Gold.

11 CRA City Center 2008 Budget – Fashion District Allocations

The city has now settled the lawsuit with the County of Los Angeles (still to be ratified by the Court) over the amount of tax increment (TI) that will flow to the project area. Under the settlement the projected TI for the period 2003 to 2007 is nearly \$4 million. We have worked hard to convince the CRA to allocate more funds to address issues specific to the LA Fashion District. The CRA has proposed a 2008/2009 budget to utilize those funds in the City Center Redevelopment Area (Item 4) Significantly a total of \$750,000 is expressly earmarked for the Fashion District including:

- \$75,000 for a market analysis of ways to attract and support the businesses within the district.
- \$300,000 for Design for Development Guidelines to build on the work started by Notre Dame Students in 2007.
- \$375,000 for streetscape improvements to which will be used to lever other public funds to upgrade streets in the LA Fashion District.

We are supportive of the budget allocations and look forward to partnering with the CRA on a number of these projects starting July 1, 2008.

12 Public Relations Accomplishments

Urban Legend PR prepared a list of press garnered for the period from September 2007 to May 2008. Media attention has increased tremendously since the firm was retained last year. The list is included as Item 5 and will be emailed to owners.

13 Central Community Plan Meeting – Fashion District Focus

The first community plan meeting is scheduled for June 24, 2008. The goal of the small group discussion will be to look at land uses and to assess future needs of the district. The agenda is included here as Item 6.

14 New Business: None discussed.

15 The meeting adjourned at 1:43 p.m.



LA Fashion District BID
Board of Directors Meeting Minutes
June 17, 2008
CMC A 1175

Members Present: John Van den Akker, Chair., Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Elisa Keller, Jaime Lee, Steve Needleman, Laurie Sale.

Members Absent: Sharen Emrani-Bekhrad, Sina Kangavari, Lance Kluger, Ann Simons, Mark Weinstein.

Property Owners/Representatives Present: Fannie Levin.

Staff & Consultants Present: Kent Smith, Executive Director. Jose Gonzalez, Lynn Myers.

1 Public Comment: Fanny Levin made a public comment.

2 Approval of Minutes from May 22, 2008. Approved by unanimous vote.

3 Discussion of response to Fashion District BID proposal presented to the proposed Garment District BID

On June 11, 2008 the Fashion District BID (FDBID) presented a proposal to the opposition group that deals with the concept of creating two BIDs in the same territory. Several BID Board Members who attended the Garment District BID Steering Committee meeting reported that leaders of that group told attendees that the FDBID's proposal was unacceptable and not worth discussing. The FDBID proposal was not distributed to the committee attendees for comment. Mehdi Soroudi and George Peykar received individual emails asking for their comments on the FDBID proposal. The Garment District BID steering committee meeting notice was handed out and included here as Item 1.

There has been no formal response from the opposition group. Commissioner Cynthia Ruiz, President of the Board of Public Works has sent an email to the opposition group offering to mediate the differences between the groups in order to ensure the continuance of BID services.

4 Discussion and action to initiate new District Management Plan (s) for LA Fashion District BID renewal

Based on the reception of the FDBID proposal the Ad Hoc BID Renewal Committee agreed to recommend that the Board adopt actions to initiate two separate management plans. The map included here as Item 2 shows the proposed boundaries. The following actions were discussed and votes were taken:

A) Boundaries

MOTION: Approve the boundaries for two separate management plans that are illustrated on the map.

Ethan Eller moved to approve. Steve Needleman seconded.

The motion passed by unanimous vote on June 17, 2008.

Members Voting: John Van den Akker, Chair., Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Elisa Keller, Jaime Lee, Steve Needleman, Laurie Sale.

B) Budget

MOTION: Approve proposed budget to be used as a guideline

5 New Business: None discussed.

6 The meeting adjourned at 1:43 p.m.

Please Note: Items 1 & 2 are on file in the permanent record, were distributed at the meeting, and are available upon request.



LA Fashion District BID
Board of Directors Meeting Minutes
June 25, 2008
CMC A 1175

Members Present: John Van den Akker, Chair. Mark Chatoff, Ethan Eller, Barry Gold, Elisa Keller, Jaime Lee, Steve Needleman, Laurie Sale, Anne Simons. **Members on Teleconference:** Steve Hirsh.

Members Absent: Sharen Emrani-Bekhrad, Sina Kangavari, Lance Kluger, Mark Weinstein.

Staff & Consultants Present: Kent Smith, Executive Director. Steve Gibson, Lynn Myers, Tony Torres.

1 Public Comment: None received.

The agenda order was reversed.

2 Management Plan Update by Steve Gibson - Consideration and Possible Action to Approve Plan (s)

Budgets were cut in both plans and management costs will be spread between the two proposed BIDs. A proposed boundary map (Item 1) and updated timeline (Item 2) are attached. Board Members discussed the proposed Fashion District BID boundaries.

MOTION: Remove the following three areas from the proposed Fashion District BID boundaries:

- The east side of Broadway south of 11th Street.
- Remove the 3 parcels on the north side of 7th Street west of Main Street.
- Delete Los Angeles Street between 5th and 6th Street

Ethan Eller moved to approve. Barry Gold seconded.

The motion passed on June 25, 2008.

Members voting Yes: Mark Chatoff, Ethan Eller, Barry Gold, Elisa Keller, Jaime Lee, Steve Needleman, Laurie Sale, Anne Simons, John Van den Akker. Members voting No: None. Members voting to Abstain: Steve Hirsh.

During further discussion the Board agreed to consider the following action:

MOTION: Remove the following two areas from the proposed Fashion District BID boundaries:

- FAMSA property on Main Street and 18th Street south of the 10 Freeway
- LA Plaza property on Los Angeles Street and 18th Street south of the 10 Freeway

Barry Gold moved to approve. Mark Chatoff seconded. **The motion passed on June 25, 2008.**

Members voting Yes: Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Elisa Keller, Jaime Lee, Steve Needleman, Laurie Sale, John Van den Akker. Members voting No: None. Members voting to Abstain: Ann Simons.

**3 Presentation by Victor Griego, Diversified Strategies for Organizing
Consideration and Possible Action to Approve the Proposal**

Tony Torres, vice president of Diversified Strategies for Organizing (DSO) presented a proposal for retaining their firm as a campaign organizer for the BID Renewal. The proposal is attached as Item 3.

MOTION: Hire Diversified Strategies for Organizing (DSO) on a month to month basis up to 4 months at \$12,500 per month and include the cost of mailers up to \$60,000.

Laurie Sale moved to approve. Ethan Eller seconded.

The motion passed by unanimous vote on June 25, 2008.

Members voting Yes: Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Elisa Keller, Jaime Lee, Steve Needleman, Laurie Sale, John Van den Akker.

5 New Business: Board of Public Works President Cynthia Ruiz contacted Steve Barnhill to arrange a mediation session that she offered to act as an arbitrator. The opposition group has not responded to date.

6 The meeting adjourned at 1:43 p.m.

PLEASE NOTE: Items 1-3 are on file in the permanent record, were distributed at the meeting, and available upon request.



LA Fashion District BID
Board of Directors Meeting Minutes
July 22, 2008
CMC A 1175

Members Present: John Van den Akker, Chair. Sharen Emrani-Bekhrad, Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Elisa Keller, Lance Kluger. **Members on Teleconference:** Laurie Sale.

Members Absent: Sina Kangavari, Jaime Lee, Steve Needleman, Ann Simons, Mark Weinstein.

Property Owners/Representatives Present: Fanny Levin.

Staff & Consultants Present: Kent Smith, Executive Director. Steve Gibson, Lynn Myers, Tony Torres.

1 Public Comment: Fanny Levin made a public comment.

2 Review & Approve the 2009 Fashion District (West) Budget & Management Plan

The plan and budget were distributed by mail prior to the meeting. The Board of Directors reviewed the proposed 2009 Fashion District (West) Budget and Management Plan and took the following actions:

MOTION: Approve the proposed 2009 Fashion District BID (West) budget.

Barry Gold moved to approve. Mark Chatoff seconded.

The motion passed by unanimous vote on July 22, 2008.

Members voting Yes: Sharen Emrani-Bekhrad, Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Elisa Keller, Lance Kluger, Laurie Sale, John Van den Akker.

MOTION: Approve the proposed 2009 Fashion District BID (West) Management Plan

Barry Gold moved to approve. Steve Hirsh seconded the motion.

The motion passed by unanimous vote on July 22, 2008.

Members voting Yes: Sharen Emrani-Bekhrad, Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Elisa Keller, Lance Kluger, Laurie Sale, John Van den Akker.

3 Review & Approve the Fashion District Two Budget & Management Plan

The summary plan and budget were distributed by mail prior to the meeting. The Board of Directors reviewed the proposed 2009 Fashion District Two (East) Budget and Management Plan and took the following actions:

MOTION: Approve Fashion District 2 Budget & Management Plan and add the \$420,000 Santee Alley South Overlay.

Elisa Mermelstein Keller moved to approve. Ethan Eller seconded.

The motion passed by unanimous vote on July 22, 2008.

Members voting Yes: Sharen Emrani-Bekhrad, Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Elisa Keller, Lance Kluger, Laurie Sale, John Van den Akker.

4 Executive Director's Report

Santee Alley Area Streetscape Design Meeting: All property owners in the Santee Alley and adjoining streets were invited to attend the final meeting on July 30, 2008 to select the design elements of this streetscape improvement project.

Los Angeles Street Walk Audit: All property owners on Los Angeles Street between Olympic Blvd and Pico Blvd. will be invited to attend the second walk audit of the LA Fashion District. The walk audit was funded by the California Center for Physical Activity, California Department of Health Services through a grant to the County of Los Angeles Department of Health, Injury and Violence Prevention Program. The purpose of the walk audit is to improve pedestrian safety.

Community Redevelopment Agency (CRA) Tour: CRA staff will tour the district to see district alleys that are becoming retail venues. CRA staff will also be observing the district to develop more improvement projects.

Meeting with Bureau of Street Services to increase recycling partnerships: The Bureau of Sanitation and BID met to research opportunities for more recycling partnerships.

International Downtown Association (IDA) Merit Award for District Recycling Program: The LA Fashion District received this national award in the Sustainable Development category for the recycling program. This is the first district wide recycling program in the country. The recycling effort represents substantial savings for tenants and owners by diverting trash and green waste from landfills.

5 New Business: None discussed.

6 The meeting adjourned at 2:45 p.m.



**LA Fashion District BID
Board of Directors Meeting Minutes
August 13, 2008
CMC A 1175**

Members Present: John Van den Akker, Chair. Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Elisa Keller, Lance Kluger, Jaime Lee, Steve Needleman, Laurie Sale.

Members Absent: Sharen Emrani-Bekhrad, Sina Kangavari, Ann Simons, Mark Weinstein.

Property Owners/Representatives Present: Fanny Levin.

Staff & Consultants Present: Kent Smith, Executive Director. Steve Gibson, Lynn Myers, Tony Torres.

A revised agenda was distributed and attached here as Item 1.

1 Public Comment: None received.

2 Update and possible action on negotiation between LA Fashion District BID & proposed Garment District BID

Kent Smith reported that Board of Public Works President Cynthia Ruiz is mediating negotiations between the two groups. The first meeting was held on August 7, 2008 attended by Steve Hirsh and Kent Smith representing the Fashion District, and, Laura Aflalo and Michael Delijani representing the proposed Garment District BID. There were no attorneys present. A second meeting took place without Michael Delijani on August 12, 2008.

Discussion resulted in the following framework for an agreement scenario:

- The two groups agreed that all owners currently in the existing BID should be able to get services in 2009.
- There should be one BID to cover the entire area.
- Steve Gibson will prepare a new plan, budget, and assessment formula.
- There will be two Boards of Directors. One Board will oversee Clean & Safe Services and administration. The second Board will oversee the remaining budget dollars to deliver Image & Communications-Special Projects with complete autonomy to do what they wish with the funds.

Each group agreed to take the framework to their constituents.

3 Discussion and action to adjust boundaries and assessments of Fashion District 2

Board Members agreed to move ahead with both the agreement scenario and continue forward with the preparation of the Fashion District 2 Management Plan. Areas in Fashion District 2 to be omitted from the new management plan are shaded in gray.

MOTION: Approve new boundaries for Fashion District 2.

Barry Gold moved to approve. Steve Needleman seconded.

The motion passed by unanimous vote on August 13, 2008.

Members voting: John Van den Akker, Chair. Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Elisa Keller, Lance Kluger, Jaime Lee, Steve Needleman, Laurie Sale.

4 New Business: None discussed

5 The meeting adjourned at 12:30 p.m.

Please Note: Items 1 & 2 were distributed at the meeting, are on file in the permanent record and available upon request.

B2008.minutes 8-13-08



LA Fashion District BID
Board of Directors Special Meeting Minutes
August 18, 2008
CMC A 1175

TAB 5

Members Present: John Van den Akker, Chair. Sharen Emrani-Bekhrad, Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Elisa Keller, Jaime Lee, Steve Needleman, Laurie Sale.

Members Absent: Sina Kangavari, Lance Kluger, Ann Simons, Mark Weinstein.

Property Owners/Representatives Present: Fanny Levin.

Staff & Consultants Present: Kent Smith, Executive Director. Steve Gibson, Lynn Myers.

1 Public Comment: None received.

2 Action on New Management Plan for the District

Mediation Meeting Update: Steve Hirsh reported on the August 15, 2008 meeting with Garment District Group (GDG) representatives Laura Aflalo and Steve Barnhill. Both groups agreed in principal that there should be one BID and on the external boundaries (see Items 1 & 2). Negotiations will proceed on developing a new management plan, budget, policies, and boundaries in sub-areas. The GDG was asked to come back with a budget for promotions, and how and where they propose it should be assessed in a “special use district” or “promotion district”.

Development of New Management Plan: Steve Gibson, Urban Place Consulting, was selected to develop a new combined plan. A new timeline was distributed and attached here as Item 3. Final decisions on benefit zones, overlay boundaries, overlay budget, and governance structure must be made by Friday, August 22, 2008 in order to prepare a management plan and engineer’s report to submit to the City Clerk’s office by August 29.

Another mediation meeting is planned for Wednesday, August 20th to approve the agreement and get decisions on promotion/policy overlay boundaries, overlay budget, and overlay governance structure.

After further discussion the Board agreed to the following action:

MOTION: Move forward on good faith and present details at the next Board of Directors meeting for a new combined district management plan that combines the Fashion District and the proposed Garment District. Continue to negotiate for an agreement with the Garment District Group for a single promotion district zone and plans for a governing body of two Boards of Directors that will be structured under the Brown Act and open to anyone being assessed.

Concurrently, the plans for Fashion District and Fashion District 2 will also be moved forward.

Barry Gold moved to approve. Steve Needleman seconded.

The motion passed by unanimous vote on August 18, 2008.

Members voting: Sharen Emrani-Bekhrad, Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Elisa Keller, Jaime Lee, Steve Needleman, Laurie Sale, John Van den Akker.

3 New Business: None discussed

4 The meeting adjourned at 12:30 p.m.

Please Note: Items 1 -3 were distributed at the meeting, are on file in the permanent record and available upon request.

B2008.minutes 8-13-08



LA Fashion District BID
Board of Directors Special Meeting Minutes
August 28, 2008
CMC A 1175

Members Present: John Van den Akker, Chair (teleconference). Sharen Emrani-Bekhrad, Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Elisa Keller, Jaime Lee, Steve Needleman, Ann Simons.

Members Absent: Sina Kangavari, Lance Kluger, Laurie Sale, Mark Weinstein.

Property Owners/Representatives Present: Laura Aflalo, Peter Fleming, Commissioner Cynthia Ruiz.

Staff & Consultants Present: Kent Smith, Executive Director. Steve Gibson, Lynn Myers.

1 Public Comment

Laura Aflalo made a public comment stating that the proposed Garment District BID agreed in theory with the settlement and as far as signing petitions they are prepared and others are prepared.

Peter Fleming made a public comment stating that the City Market of Los Angeles has been overcharged for the BID assessment for 10 years. Mr. Fleming wanted to know if the Board would give thought to changing the assessment. Several members of the BID Renewal Ad Hoc Committee will meet with Mr. Fleming's to discuss his issues.

2 Proposed mediate settlement for renewal of the LA Fashion District BID and possible action

Commissioner Ruiz was thanked for her efforts to mediate the differences between the LA Fashion District BID and the proposed Garment District BID to gain renewal of the BID. The primary objective of the agreement is to maintain the clean and safe programs and keep the BID together.

The terms of the agreement are:

1. We will combine the Fashion District and Fashion District 2 management plans into one Management Plan. The plan would have a similar budget to the combined plans and only encompass Clean and Safe with a very modest I & C budget. The goal would be to have assessments slightly less than 2008. Boundaries would be as approved by the Board at their last meeting.
2. The DPOA bylaws would be amended to reduce the size of the Board to 11 members. Elections would be held as per the current bylaws. However the district would be divided into 2 zones for the election. Boundaries of Zone 1 would be similar to the boundaries of the proposed Garment District. Boundaries of Zone 2 would be all the rest of the Fashion District.
3. The bylaws would specify that 5 property owners from Zone 1 and 5 property owners from Zone 2 would be elected to the Board of Directors. Those 10 directors would then choose an eleventh member. This method of election is similar to the one DPOA used prior to 2004 which had geographic representation. Any member owning property in the zone can run for election. There will only be one Board of Directors. But committees can be established to pursue the interests of either zone like getting a supplemental use district for outdoor displays.
4. The Board agrees to send representatives to meet with Peter Fleming to discuss the assessment of City Market. Peter is unlikely to support the renewal unless assessments are drastically reduced from 2008 for the city Market. The support of the opposing group is not contingent on getting Peter's support for the renewal.
5. on drafting of an agreement to amend the bylaws, and provided the opposition group has input into the preparation of the new Management Plan encompassing Fashion District 1 & 2, the opposing group will commit to signing their petitions, voting for the renewal on the Prop 218 ballot, and work with the Board to secure signatures of property owners to support the renewal.
6. The opposition group would like to be reimbursed for the expenses they have incurred contesting the BID renewal. These expenses total \$95,000.

3 Motion to prepare draft agreement between the groups

Board members discussed the proposed terms and agreed to the following action:

MOTION: Appoint staff to prepare a draft agreement between the groups that encompasses Items 1 through 5 and set a goal of electing a 12-Member Board of Directors consisting of six property owners from Zone 1 and six property owners from Zone 2.

Barry Gold moved to approve. Ethan Eller seconded.

The motion passed by unanimous vote on August 28, 2008.

Members voting Yes: Sharen Emrani-Bekhrad, Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Elisa Keller, Steve Needleman, Ann Simons, John Van den Akker (teleconference).

4 Motion to prepare new management plan merging Fashion District 1 & 2

5 Proposed boundaries for merged BID

6 Draft budget for merged BID

A draft \$4.1 million budget and Zone Map were distributed that summarized the programs and costs for one BID with 8 zones. (Items 1 & 2)

MOTION: Instruct staff to prepare a management plan using the \$4.1 million budget and incorporating the boundary changes that merge the Fashion District BID and proposed Garment District BID boundaries.

Elisa Mermelstein Keller moved to approve. Ethan Eller seconded.

The motion passed by unanimous vote on August 28, 2008.

Members voting Yes: Sharen Emrani-Bekhrad, Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Elisa Keller, John Van den Akker (teleconference).

7 Motion to approve Fashion District BID Management District Plan, August 2008.

Steve Gibson, Urban Place Consulting, will prepare the new management plan. A summary draft was distributed. (Item 3) Board Members discussed the several technical language changes and requested that representatives from the proposed Garment District BID will be at the table to help finalize the new management plan. Laura Aflalo stated that she would work with the Fashion District BID to promote the “Peace Deal”.

MOTION: Approve the August 2008 draft management plan that merges the Fashion District BID and proposed Garment District BID and hold off on sending out Fashion District West petitions until September 5, 2008 at which time a draft agreement letter must be signed and received from representatives of the proposed Garment District BID.

Barry Gold moved to approve. Ethan Eller seconded.

The motion passed by unanimous vote on August 28, 2008.

Members voting Yes: Sharen Emrani-Bekhrad, Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Elisa Keller, John Van den Akker (teleconference).

Board Members agreed to file the District Management Plan for Fashion District East with the City Clerk.

8 New Business: None discussed

9 The meeting adjourned at 2:10 p.m.

B2008.minutes 8-28-08



LA Fashion District BID
Board of Directors Meeting Minutes
September 25, 2008
CMC A 1175

Members Present: John Van den Akker, Chair. Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Elisa Keller, Steve Needleman, Laurie Sale.

Members Absent: Sharen Emrani-Bekhrad, Sina Kangavari, Lance Kluger, Jaime Lee, Ann Simons, Mark Weinstein.

Property Owners/Representatives Present: Fanny Levin.

Staff & Consultants Present: Kent Smith, Executive Director. Annibal Guerrero, Lynn Myers, Tony Torres.

1 Public Comment: None received.

2 Approval of Minutes

Minutes from the following meetings were approved by unanimous vote: June 17, 2008; June 25, 2008; July 22, 2008; August 13, 2008; August 18, 2008; August 28, 2008.

3 BID Renewal Update

Fashion District: Several former opponents have signed their petitions and several former supporters have not signed. After discussion the Board tabled the following action:

MOTION: Draft a letter to ICO Development/Alex Moradi (owner of PE Lofts) from the Board of Directors requesting support for the renewal of the LA Fashion District with the understanding that the Board will support transfer of PE Lofts to Historic Core BID after the successful renewal of the Fashion District BID.

Steve Hirsh moved to approve. Steve Needleman seconded

YEAS 3 NAYS 3 ABSTENTIONS 1

The motion failed to pass on September 25, 2008.

Fashion District 2: The City Clerk's office continues to review the management plan. The final approved plan will be circulated for Board comment before being sent to property owners.

Council Districts will be asked for assistance to advance the plans through committee, public hearing and city council schedules in order to meet deadlines for continuation of the BIDs in 2009.

4 Board Member Appointment

MOTION: Appoint Eli Taban to the Board of Directors to serve until a general election is held.

Steve Needleman moved to approve. Laurie Sale seconded.

The motion passed by unanimous vote on September 25, 2008.

Members voting: John Van den Akker, Chair. Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Elisa Keller, Steve Needleman, Laurie Sale.

5 Committee Reports: Discussion deferred to a future meeting.

6 Streetscape Updates: Discussion deferred to a future meeting

7 IDA Award for Sustainable Development: Discussion deferred to a future meeting.

8 New Business: None discussed

9 The meeting was adjourned at 1:05 pm



LA Fashion District BID
Board of Directors Meeting Minutes
November 13, 2008
CMC A 1175

Members Present: John Van den Akker, Chair. Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Elisa Keller, Lance Kluger, Jaime Lee, Steve Needleman, Laurie Sale, Eli Taban.

Members Absent: Sharen Emrani-Bekhrad, Sina Kangavari, Ann Simons, Mark Weinstein.

Property Owners/Representatives Present: I. Hassan, Fanny Levin.

Guests Present: Los Angeles Police Department (LAPD): Deputy Chief Sergio Diaz, SLO Steve Carrillo, SLO Terry Martinez, SLO Randy McCain, Captain Mark Oliver. Motion Picture Association of America (MPAA): Mark Layhew, Robert Wetter. Central City East Association (CCEA): Vicki Oliver, Raquel King.

Staff & Consultants Present: Kent Smith, Executive Director. Javier Castillon, Annibal Guerrero, Lynn Myers, Randy Tampa.

1 Public Comment: None received.

2 Approval of Minutes from September 25, 2008: Approved by unanimous vote.

The order of items was revised during the meeting and appear in the minutes in the original order of the agenda..

3 BID Renewal Update

Fashion District: Proposition 218 ballots were mailed by the City of Los Angeles Special Assessments Division. The public hearing is scheduled for December 16, 2008 which is also the date the ballots will be opened and counted to determine if the BID will be renewed. Board Members, consultants and staff are calling supporters to remind them to sign and return the ballots to the City as soon as possible.

Fashion District 2: The petition drive remains at 35% approval. Callers will continue to work at achieving the 50% approval.

Proposal to Combine FD and FD2: Staff met with the City Clerk and CD 9 to discuss the possibility of merging the two BIDs. City Staff will meet to discuss the potential of this plan, and if possible, how to move it forward for consideration by the City Council.

4 Board of Directors Election Discussion

Since the BID(s) have not completed the renewal process and the boundaries are not ratified the Board Members agreed to the following action.

MOTION: Postpone the Board of Directors election until 2009 and all current Board Members continue to serve until the election is held.

Steve Needleman moved to approve. Mark Chatoff seconded.

The motion passed by unanimous vote on November 13, 2008.

Members voting Yes: Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Elisa Keller, Lance Kluger, Jaime Lee, Steve Needleman, Laurie Sale, Eli Taban, John Van den Akker.

The Chair appointed Board Members Barry Gold, Laurie Sale, and Steve Needleman to the Ad Hoc Nominating Committee.

5 Committee Reports

Finance: Barry Gold reported on the Finance Committee meeting and the 3rd Quarter Financial Statement (Item 1).

All efforts are being made to reduce operational expenses now and going forward.

Operations: Assault: On Sunday, November 9, 2008 at approximately 4:00 pm, two Safe Team officers were assaulted by 5-7 illegal vendors selling DVDs in front of 1140 S Maple. Both officers sustained moderate to severe facial and bodily injuries. They were taken to California Hospital Medical Center. Illegal vendors are becoming increasingly aggressive.

Safe Team staff has been instructed not to have contact with these highly volatile individuals unless the Los Angeles Police Department is working in the district.

Deputy Chief Sergio Diaz attended the Board of Directors meeting and said that LAPD will seek to apprehend the perpetrators. LAPD is taking step to stop the violence.

Proposal to Install Red Curb Zones: Removing parking spaces in the Santee Alley area was one of the preventive measures proposed to help eliminate hiding places for illegal vendors. Police can't see vendors who are hiding behind parked cars to sell goods or cause trouble. The areas being considered for red curbs are Santee Street and Maple Avenue between Olympic and Pico. LAPD said the red curbs could be installed before the Thanksgiving weekend.

Board Members discussed this proposal at length to consider the pros and cons of red curbs. Retaining parking spaces in this highly trafficked shopping area will encourage shoppers to stay and shop. Removing parking spaces will eliminate hot dog carts, discourage illegal vendors who compete with legal businesses and cause criminal activity.

MOTION: Accept and immediately implement the installation of a red curb no parking zone in the area of Santee Alley.
Laurie Sale moved to approve. Steve Hirsh seconded.

Discussion focused on a plan to evaluate the effectiveness of the red zone after the holidays and postponing the no parking zone until January 2009.

AMENDMENT TO THE MOTION: Delay implementation of the red curb no parking zone in the area of Santee Alley starting January 2009.

Barry Gold moved to approve. Eli Taban seconded the motion **The amendment to the motion passed.**

Members voting YES 6 Mark Chatoff, Ethan Eller, Barry Gold, Jaime Lee, Eli Taban, John Van den Akker

Members voting NO 3 Laurie Sale, Steve Hirsh, Steve Needleman.

Members voting to ABSTAIN ? Elisa Keller ?

The vote was taken on the original motion with the amendment and was passed on November 13, 2008.

Members voting YES 5 Ethan Eller, Steve Hirsh, Jaime Lee, Steve Needleman, Laurie Sale

Members voting NO 3 Elisa Keller, Eli Taban, John Van den Akker.

Members voting to ABSTAIN 2 Mark Chatoff, Barry Gold.

Increase in Illegal Dumping

Cardboard prices have dropped from \$100/ton to \$10/ton and scavengers have mostly abandoned pick up activity. The BID and Etec are working together to keep the streets cleared of tons of cardboard packaging. More enforcement citations are being issued to help reduce the illegal dumping

6 Parking Pay Station Installation

Parking pay stations are installed in designated locations. DOT will remove meter poles until after January to avoid disrupting business during the holiday shopping season.

7 Holiday Street Closure Project

There are concerns from LAPD about closing 11th St and 12 St between Maple and Santee. BID staff are working with Council District 9 to mediate the issues.

8 Film LA Partnership

We are working with this filming permit organization in order to avoid street closures during markets and weekends for filming purposes. Film LA offers eNotifications on their website at <http://filmla.com/enotifications.php> to alert downtown businesses of street closures.

9 Treasures of Los Angeles

Board Members discussed the event sponsorship and the Central City Association Membership.

MOTION: Approve the 2009 CCA membership to be paid in 2008 and eliminate the sponsorship to the Treasures of LA Award event. The motion was withdrawn after further discussion.

Members agreed to continuing the \$8000 membership if both Fashion District and Fashion District 2 are renewed. If only Fashion District is renewed then a proportionate membership will be requested. Board Members also agreed to ask CCA for more assistance on political issues that impact the Fashion District.

10 Executive Directors Report: Kent Smith

Mayor Opens Market Week: The October apparel market opening attracted good media response.

Counterfeit Merchandising: Improvements are noticeable and the BID will continue to support and enforce laws in conjunction with City, State and Federal agencies.

Removing Parking On Santee & Maple: Discussed in the Operations report.

LA Marathon Route Date Change: The event was changed to Memorial Day which will likely have less of an impact on businesses.

Holiday Radio Spot: Listen to the retail shopping radio ad on the website at www.fashiondistrict.org

Starline Tours: This is a new Los Angeles tour company that offers bus tours for popular destinations in Hollywood and downtown. The Fashion District is on the route and tour highlights include information about the Fashion District and the apparel industry's impact on the economy of the area.

11 New Business: None discussed

12 The meeting adjourned at 1:44 pm



LA Fashion District BID
Board of Directors Meeting Minutes
December 11, 2008
CMC A 1175

Members Present: John Van den Akker, Chair. Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Lance Kluger, Jaime Lee, Steve Needleman, Laurie Sale.

Members Absent: Sharen Emrani-Bekhrad, Sina Kangavari, Elisa Keller, Eli Taban, Ann Simons, Mark Weinstein.

Property Owners Present: Laura Aflalo, Peter Fleming, Ramin Haverim.

Staff Present: Kent Smith, Executive Director. Lynn Myers.

The order of items was revised during the meeting and appear in the minutes in the original order of the agenda..

1 Public Comment: None received.

2 Approval of Minutes from November 13, 2008: Approved by unanimous vote.

3 BID Renewal Update

Fashion District: The Public Hearing is scheduled for December 16, 2008. The ballot count will be conducted immediately following the public hearing. On December 17, 2008 the City Council will ratify the ordinance pending the outcome of the ballot count.

Fashion District 2: Work continues to reach the 50%+\$1 petition approval.

Legal Opinion on Fashion District Boundary Modification: We have been working with the City Clerk and City Attorney to define a means to merge the two districts in a re-issue of Prop 218 ballots in both BIDs if the petition goal is reached in Fashion District Two. BID Attorney John Lambeth was retained to write a legal opinion on the quickest way to get Fashion District Two renewed without risking the renewal of the Fashion District BID. Lambeth stated that is it legal to include additional businesses or parcels by using the modifications procedures in the 1994 Act (see Item 1).

City response to legal opinion: The City Council will approve a boundary modification at the second reading on December 17 if we reach 50% petition approval in Fashion District Two by December 16.

Motion to combine Fashion District and Fashion District Two: A Board action and formal announcement to Council is required to initiate the proceedings.

MOTION: The Board of the Downtown Property Owners Association requests the Los Angeles City Council to amend the Fashion District Business Improvement District Plan, pursuant to chapters 36635 and 36636 of the Streets and Highways Code, to change the boundaries to include all parcels that are within the boundaries of Fashion District Two.

Steve Needleman moved to approve. Barry Gold seconded.

The motion passed by unanimous vote on December 11, 2008.

Members voting: Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Lance Kluger, Jaime Lee, Steve Needleman, Laurie Sale, John Van den Akker.

4 Committee Reports

Finance

Annual Audit: The Finance Committee recommended the accounting firm of Stanislawski & Harrison to conduct the 2008 Audit and Finance Statements.

MOTION: Retain the accounting firm Stanislawski & Harrison as the 2008 auditor.

Barry Gold moved to approve. Laurie Sale seconded.

The motion passed by unanimous vote on December 11, 2008.

Members voting: Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Lance Kluger, Jaime Lee, Steve Needleman, Laurie Sale, John Van den Akker.

Motion to approve 2009 budget without Fashion District Two: A 2009 budget was distributed at the meeting that shows projected expenses for delivering services only to the Fashion District BID. (see Item 2) It is a very lean program with multiple budget reductions including reductions in administration expenses.

MOTION: Approve the 2009 Fashion District BID budget without Fashion District Two BID expenses.

Ethan Eller moved to approve. Barry Gold seconded. **The motion passed by unanimous vote on December 11, 2008.**

Members voting: Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Lance Kluger, Jaime Lee, Laurie Sale, John Van den Akker.

Recommendation on continuing service in Fashion District Two: The Finance Committee requested a Board recommendation for continuing or suspending services in Fashion District Two if 50% petition approval is not reached by December 17, 2008. Approximately \$100,000 in roll over funds could cover one month of Clean & Safe services. The Finance Committee tabled three options for discussion (1) continue services for one month, (2) suspend services, (3) wind down services in BID Two. Legal opinion on the three recommendations is ambiguous. The Fashion District BID can loan funding to the property owners in the South Alley so that services in that block can continue.

MOTION: Postpone the decision to continue, suspend, or wind down services in Fashion District BID Two until January 8, 2009.

Barry Gold moved to approve. Steve Hirsh seconded. **The motion passed by unanimous vote on December 11, 2008.**

Members voting: Mark Chatoff, Ethan Eller, Barry Gold, Steve Hirsh, Lance Kluger, Jaime Lee, Laurie Sale, John Van den Akker.

Operations

Town Hall Meeting with representatives from Council District 9: All property owners received an invitation to attend a meeting on Thursday, December 18, 2008 to discuss counterfeit merchandising enforcement and outdoor merchandising with CD9 Chief of Staff Kathy Godfrey.

Recycling Program: The successful program was suspended due to the collapse of prices paid for cardboard and recyclables.

Clean & Safe Team Holiday Party: Most of the cost is being covered by Securitas and Facilities Support Systems.

5 Holiday Promotion Update

Small Prices – Big Fun – Convenient Parking was the slogan for the 2008 Fashion District Holiday Retail Advertising Campaign. Promotion events included:

- Fashion District website advertising
- Radio advertising from July to December on KIIS-FM – the #1 listened to station in LA-OC market according to the LA Times Rating System
- Website update to show nearly 100 convenient parking lots in the district
- Print and online advertising in Downtown News and Metromix
- Free Fashion District shopping bags for merchants
- Fashion District Elves are in the district handing out hundreds of candy canes Saturdays and Sundays starting December 6
- A newsletter was mailed to all property owners and distributed to merchants to announce the holiday retail advertising plan. (see Item 3)

6 Executive Directors Report

IDA to meet with Obama Transition Team: Board Members and property owners were asked to provide input on priorities for downtown growth.

City decides to continue funding trash can liners for BIDs: Kent Smith and Estella Lopez successfully testified in favor of continuing liner allocations at the City of Los Angeles Budget Committee meeting. This represents a \$50,000 savings in the BID budget.

12th & Maple Storm Drain Repair: Contractors will conduct remedial work at night.

Red curb outcome: Council District 9 staff recommended abandoning the project based on input from owners and Board Members.

Holiday parking restrictions: Maple Avenue will be a no parking zone from 3:00 pm to 7:00 pm – Monday through Saturday until December 24.

Ethics training completed: Kent Smith and Lynn Myers completed the training required by the City of Los Angeles for public officials.

7 2009 Draft Calendar

The January Board of Directors meeting was advanced from January 15 to January 8.

8 New Business

Board Attendance: Several Board Members have not attended meetings regularly. The Board agreed to contact them to ask if they are interested in being replaced. Based on the outcome new appointments will be made until the BID Two renewal is complete and a regular election can be held.

9 The meeting adjourned at 1:37 p.m.

Please Note: Items 1 – 3 were distributed prior to the meeting and are on file in the permanent record for review.